POL

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06375462

2051

Cash

ORDER

Order Sep

Flight Dates 10/16/12-10/22/12

Product

262079 /

Product Estimate #

OBAMA FOR AMERICA Alt Order #

<u>Original Date / Revision</u> <u>Agency Com</u> 15% <u>Billing Type</u>

10/15/12 10/15/12 <u>Billing Contact</u> <u>Order Type</u> GENERAL

Billing Cycle EOM/EOC

Advertiser Pol/Pres/D/Barack Obama
New till 02/05/09

3050 K Street NW
Suite 100

Billing Calendar BROADCAST
Suite 100

Agency GMMB Washington, DC 20007 Demographic A35+
Rev Codes AGY

Buying Contact

Sales Office PHI Product Codes PL-Presidential-Democrat

3050 K Street NW Suite 100 Agency Ref P-2
Washington, DC 20007

Primary Account Executive Kristen Waskie

Contract / Revision

Account Executive Order% Start Date End Date

Kristen Waskie 100%

Order Share 100% Market Value 59100

Competing Station '	Amount			
CABLE	%	0		
WESH	%	0		
WFTV	%	0		
WKCF	%	0		
WOFL	%	0		
WOPX	%	0		
WRBW	%	0		
WRDQ	%	0		

Billing Plan **Order Totals Net Amount Gross Amount** Rating Start Date End Date # Spots Month # of Spots Net Amount Gross Amount \$59,100.00 0.00 10/01/12 \$50,235.00 10/22/12 36 \$50,235.00 \$59,100.00 October 2012 36 \$50,235.00 0.00 \$59,100.00 36 Totals

										Data Dai	Dto Tono	Tota	PIGN
Ln	Ch	Start	End	Inventory Code	Break	Start/End 1	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spois	Amount
1	WKMG	10/16/12	10/22/12	Morn News at 5a	CM	5-530a	MTWTF	:30	3	\$350.00 P-2	MM 00,0	3	\$1,050.00
				Morn News at 5a									
	Star	Date	End Date	Weekdays S	Spots/Week	<u>Rate</u>	Rating						
W	/eek: 10/1	6/12	10/22/12	MTWTF	3	\$350.00	0.00						
	WKMG	10/16/12	10/22/12	Morn News at 530a	CM	530-6a	MTWTF	:30	2	\$450.00 P-2	0.00 NM	2	\$900.00
				Morn News at 530a	1								
	Star	t Date	End Date	Weekdays S	Spots/Week	<u>Rate</u>	Rating						
W	/eek: 10/1	6/12	10/22/12	MTWTF	2	\$450.00	0.00						
3	WKMG	10/16/12	10/22/12	CBS This Morning	CM	7-9a	MTWTF	:30	3	\$450.00 P-2	0.00 NM	3	\$1,350.00
				The Early Show									
	Star	t Date	End Date	Weekdays S	Spots/Week	<u>Rate</u>	<u>Rating</u>						
V	/eek: 10/1	6/12	10/22/12	MTWTF	3	\$450.00	0.00						
4	WKMG	10/16/12	2 10/22/12	9-10a Rachael Ray	CM	9-10a	MTWTF	:30	2	\$300.00 P-2	0.00 NM	2	\$600.00
				Rachael Ray									
	Star	t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						

Print Date: 10/15/12

Page 2 of 2

Contract / Revision

262079

Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/15/12/ 10/15/12

Order Sep 00:15:00

Estimate # 2051 Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA

									Tota	2-1-1-2
Ln Ch Start E	nd	Inventory Code	Break	Start/End Ti	me Days	Len Spot	(V) 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1	Rtg Type S		Amount
4 WKMG 10/16/12 10	0/22/12	9-10a Rachael Ra Rachael Ray	у СМ	9-10a	MTWTF	:30	2 \$300.00 P-2	0.00 NM	2	\$600.00
	d <u>Date</u> 22/12	<u>Weekdays</u> MTWTF	Spots/Week 2	<u>Rate</u> \$300.00	Rating 0.00					
5 WKMG 10/16/12 10	0/22/12	10-11a Let's Make	A De®M	10-11a	MTWTF	:30	4 \$600.00 P-2	0.00 NM	4	\$2,400.00
		Let's Make a Deal								
	d Date	Weekdays	Spots/Week	Rate	Rating 0.00					
	/22/12	MTWTF	aht CM	\$600.00 11a-12p	0.00 MTWTF	:30	4 \$1,200.00 P-2	0.00 NM	4	\$4,800.00
6 WKMG 10/16/12 10		11-12p Price Is Ri Price Is Right	•	•		.00	, 41,25555	e e e		•
	d Date	<u>Weekdays</u> MTWTF	Spots/Week	<u>Rate</u> \$1,200.00	Rating 0.00					
	/22/12	Local 6 News 12-		12-1230p	MTWTF	:30	4 \$900.00 P-2	0.00 NM	4	\$3,600.00
7 WKMG 10/16/12 10		Local 6 News 12-	1230p	·		.00	•			
	d Date	Weekdays MTWTF	Spots/Week 4		Rating 0.00					
Week: 10/16/12 10/ 8 WKMG 10/16/12 10	/22/12	530-6p The Inside	<u>.</u>	530p-6p	MTWTF	;30	2 \$650.00 P-2	0.00 NM	2	\$1,300.00
O VINIVIG TO/TO/12 TO	0122112	Insider	,i Oivi	ooop op	,,,,,,,,	,	•	1		
Start Date En	d Date	Weekdays	Spots/Week	Rate	Rating					
	/22/12	MTWTF	2		0.00					
9 WKMG 10/16/12 1	0/19/12	M-F 7:30-8p Insid	e Ed CM	730-8p	-TWTF	:30	3 \$1,200.00 P-2	0.00 NM	3	\$3,600.00
		Inside Edition								
	id Date	<u>Weekdays</u>	Spots/Week		Rating 0.00					
***************************************	/21/12	-TWTF	CM	\$1,200.00 8-9p	1	:30	1 \$9,000.00 P-2	0.00 NM	1	\$9,000.00
10 WKMG 10/22/12 1	UIZZITZ	Met Yr Mother/Pa		0-9 p	-	.00	, 40,000.00.			
Start Date En	nd Date	Weekdays	Spots/Week	Rate	Rating					
	/28/12	1	1	\$9,000.00	0.00					*** *** ***
11 WKMG 10/17/12 1	0/17/12	Wed Prime 9p Criminal Minds	CM	9-10p	1	:30	1\$10,000.00 P-2	0.00 NM	1	\$10,000.00
Start Date En	nd Date	<u>Weekdays</u>	Spots/Week		Rating					
	/21/12	1		\$10,000.00	0.00		1011 000 00 0	0.00 104	1	\$11,000.00
12 WKMG 10/18/12 1	0/18/12	Thu Prime 9p Person of Interes	CM it	9-10p	1	:30	1\$11,000.00 P-2	. 0.00 NM		φ11,000.00
Start Da <u>te</u>	nd Date	Weekdays	Spots/Week	Rate	Rating					
)/21/12	1		\$11,000.00	0.00					
13 WKMG 10/16/12 1	10/22/12	M-F 11p News M-F 11p News	СМ	11-1135p	MTWTF	:30	3 \$1,700.00 P-2	2 0.00 NM	3	\$5,100.00
Start Date Er	nd Date	Weekdays	Spots/Week	Rate	Rating					
)/22/12	MTWTF	3	\$1,700.00	0.00				_	** *** ***
14 WKMG 10/16/12 1	10/22/12	M-F David Letter David Letterman		1136p-1238	a MTWTF	:30	2 \$700.00 P-2	2 0.00 NM	2	\$1,400.00
Start Date Er	nd Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					
	0/22/12	MTWTF	2	\$700.00	0.00					ቀሳ ስሳሳ ሶሳ
E 15 WKMG 10/21/12 1	10/21/12	NFL TODAY NFL TODAY	CM	various	1	:30	1 \$3,000.00 P-2	2 0.00 NM	1	\$3,000.00
Start Date Er	nd Date	<u>Weekdays</u>	Spots/Week		Rating					
	0/21/12	1		\$3,000.00	0.00				j	
		en e						Totals	36 9	\$59,100.00